



## Local Issue Ad Public File Checklist

Station WGHP

Date 9/6/13

1. Name of Sponsor American Crossroads

2. 9/5 - 9/12  
Flight dates and times

3. Forward  
Name of spot/description of script/issue

4. Source  
Substantiation provided (describe)

5. Officers and Directors of sponsor in Station Public File X  
Yes No (explain below)

6. Sponsor ID: X  
Yes No (explain below)

NOTES:

Name

Date

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12	<i>Steph M...</i>	703-299-1760
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____ Signature	_____ Printed Name	_____ Title
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WGHP-TV

## ORDER

Print Date 09/04/12

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Flight Dates 09/05/12-09/14/12

Contract / Revision 572555 /

Original Date / Revision  
09/04/12 09/04/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 690

Alt Order # 9776303

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 24% Market Value 68916

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	20675
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	37%	25499
WXLV	9%	6202

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$14,059.00	\$16,540.00	0.00	08/27/12	09/13/12	22	\$14,059.00	\$16,540.00
Totals	22	\$14,059.00	\$16,540.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	8	09/06/12	09/06/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	---T---	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$350.00		0.00			
N 2	8	09/07/12	09/07/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$350.00		0.00			
N 3	8	09/13/12	09/13/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---					1	\$400.00		0.00			
N 4	8	09/12/12	09/12/12	M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$900.00	3	0.00	NM	1	\$900.00



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Print Date: 09/04/12

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Contract / Revision

572555

Flight Dates 09/05/12-09/14/12

Hiatus Dates

Original Date / Revision 09/04/12/ 09/04/12

Order Sep 00:15:00

Advertiser American Crossroads

Product AMERICAN CROSSROADS Estimate # 690

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$900.00		0.00			
N 5	8	09/06/12	09/06/12	M-F 7-8a	CM-All	7-8a	---T---	:30	1	\$900.00	3	0.00	NM	1	\$900.00
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$900.00		0.00			
N 6	8	09/11/12	09/11/12	M-F 7-8a	CM-All	7-8a	-T-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$900.00		0.00			
N 7	8	09/10/12	09/10/12	M-F 8-9a	CM-All	8-9a	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$900.00		0.00			
N 8	8	09/06/12	09/06/12	M-F 9a-10a	CM-All	9a-10a	---T---	:30	1	\$550.00	3	0.00	NM	1	\$550.00
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$550.00		0.00			
N 9	8	09/07/12	09/07/12	M-F 9a-10a	CM-All	9a-10a	----F--	:30	1	\$550.00	3	0.00	NM	1	\$550.00
Fox 8 Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$550.00		0.00			
N 10	8	09/06/12	09/06/12	M-F 12-1230p	CM-All	12-1230p	---T---	:30	1	\$120.00	5	0.00	NM	1	\$120.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$120.00		0.00			
N 11	8	09/07/12	09/07/12	M-F 12-1230p	CM-All	12-1230p	----F--	:30	1	\$120.00	5	0.00	NM	1	\$120.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$120.00		0.00			
N 12	8	09/10/12	09/10/12	M-F 12-1230p	CM-All	12-1230p	M-----	:30	1	\$120.00	5	0.00	NM	1	\$120.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$120.00		0.00			
N 13	8	09/12/12	09/12/12	M-F 12-1230p	CM-All	12-1230p	--W----	:30	1	\$120.00	5	0.00	NM	1	\$120.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$120.00		0.00			
N 14	8	09/13/12	09/13/12	M-F 12-1230p	CM-All	12-1230p	---T---	:30	1	\$120.00	5	0.00	NM	1	\$120.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$120.00		0.00			
N 15	8	09/06/12	09/06/12	M-F 5-530p	CM-All	5-530p	---T---	:30	1	\$1,500.00	3	0.00	NM	1	\$1,500.00
Fox 8 News at 5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$1,500.00		0.00			
N 16	8	09/13/12	09/13/12	M-F 5-530p	CM-All	5-530p	---T---	:30	1	\$1,600.00	3	0.00	NM	1	\$1,600.00
Fox 8 News at 5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$1,600.00		0.00			



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Print Date: 09/04/12

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Contract / Revision **572555** Flight Dates **09/05/12-09/14/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/04/12

Order Sep 00:15:00

Advertiser **American Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N17	8	09/07/12	09/07/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	----F--	:30	1	\$1,500.00	3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$1,500.00		0.00		
N18	8	09/10/12	09/10/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$2,200.00	3	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$2,200.00		0.00		
N19	8	09/08/12	09/08/12	ACC Football ACC Football	CM-All	1215-345p (12:15 PM-3:45 PM)	-----S-	:30	1	\$900.00	3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$900.00		0.00		
N20	8	09/09/12	09/09/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$120.00	3	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$120.00		0.00		
N21	8	09/09/12	09/09/12	NFL Early Game FOX NFL 1p	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,200.00	5	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$2,200.00		0.00		
N22	8	09/06/12	09/06/12	M-F 12-1230p Noon News	CM-All	12-1230p	---T---	:30	1	\$120.00	5	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---					1	\$120.00		0.00		
													Totals	22 \$16,540.00



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## ORDER

Print Date 09/04/12

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Flight Dates 09/05/12-09/14/12

Contract / Revision 572555 /

Original Date / Revision  
09/04/12 09/04/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 690

Alt Order # 9776303

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

New

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 24% Market Value 68916

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	20675
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	37%	25499
WXLV	9%	6202

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$14,059.00	\$16,540.00	0.00	08/27/12	09/13/12	22	\$14,059.00	\$16,540.00
Totals	22	\$14,059.00	\$16,540.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	8	09/05/12	09/05/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	--W----	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$350.00		0.00			
N 2	8	09/07/12	09/07/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$350.00	3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$350.00		0.00			
N 3	8	09/13/12	09/13/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---					1	\$400.00		0.00			
N 4	8	09/12/12	09/12/12	M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$900.00	3	0.00	NM	1	\$900.00



WGHP-TV

Print Date: 09/04/12

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Contract / Revision **572555** Flight Dates **09/05/12-09/14/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/04/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----					1	\$900.00		0.00		
N 5	8	09/05/12	09/05/12	M-F 7-8a	CM-All	7-8a	--W----	:30	1	\$900.00	3	0.00 NM	1	\$900.00
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----					1	\$900.00		0.00		
N 6	8	09/11/12	09/11/12	M-F 7-8a	CM-All	7-8a	-T-----	:30	1	\$900.00	3	0.00 NM	1	\$900.00
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-T-----					1	\$900.00		0.00		
N 7	8	09/10/12	09/10/12	M-F 8-9a	CM-All	8-9a	M-----	:30	1	\$900.00	3	0.00 NM	1	\$900.00
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$900.00		0.00		
N 8	8	09/05/12	09/05/12	M-F 9a-10a	CM-All	9a-10a	--W----	:30	1	\$550.00	3	0.00 NM	1	\$550.00
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----					1	\$550.00		0.00		
N 9	8	09/07/12	09/07/12	M-F 9a-10a	CM-All	9a-10a	----F--	:30	1	\$550.00	3	0.00 NM	1	\$550.00
Fox 8 Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$550.00		0.00		
N 10	8	09/05/12	09/05/12	M-F 12-1230p	CM-All	12-1230p	--W----	:30	1	\$120.00	5	0.00 NM	1	\$120.00
Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----					1	\$120.00		0.00		
N 11	8	09/07/12	09/07/12	M-F 12-1230p	CM-All	12-1230p	----F--	:30	1	\$120.00	5	0.00 NM	1	\$120.00
Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$120.00		0.00		
N 12	8	09/10/12	09/10/12	M-F 12-1230p	CM-All	12-1230p	M-----	:30	1	\$120.00	5	0.00 NM	1	\$120.00
Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$120.00		0.00		
N 13	8	09/12/12	09/12/12	M-F 12-1230p	CM-All	12-1230p	--W----	:30	1	\$120.00	5	0.00 NM	1	\$120.00
Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----					1	\$120.00		0.00		
N 14	8	09/13/12	09/13/12	M-F 12-1230p	CM-All	12-1230p	---T---	:30	1	\$120.00	5	0.00 NM	1	\$120.00
Noon News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---T---					1	\$120.00		0.00		
N 15	8	09/06/12	09/06/12	M-F 5-530p	CM-All	5-530p	---T---	:30	1	\$1,500.00	3	0.00 NM	1	\$1,500.00
Fox 8 News at 5pm														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---					1	\$1,500.00		0.00		
N 16	8	09/13/12	09/13/12	M-F 5-530p	CM-All	5-530p	---T---	:30	1	\$1,600.00	3	0.00 NM	1	\$1,600.00
Fox 8 News at 5pm														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---T---					1	\$1,600.00		0.00		





WGHP-TV

Print Date: 09/04/12

Page 3 of 3

Contract / Revision

572555

Flight Dates 09/05/12-09/14/12

Hiatus Dates

Original Date / Revision 09/04/12/ 09/04/12

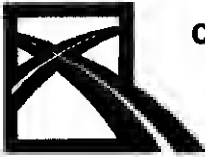
Order Sep 00:15:00

Advertiser American Crossroads

Product AMERICAN CROSSROADS Estimate # 690

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 17	8	09/07/12	09/07/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	----F--	:30	1	\$1,500.00	3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$1,500.00		0.00		
N 18	8	09/10/12	09/10/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$2,200.00	3	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$2,200.00		0.00		
N 19	8	09/08/12	09/08/12	ACC Football ACC Football	CM-All	1215-345p (12:15 PM-3:45 PM)	-----S-	:30	1	\$900.00	3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$900.00		0.00		
N 20	8	09/09/12	09/09/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$120.00	3	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$120.00		0.00		
N 21	8	09/09/12	09/09/12	NFL Early Game FOX NFL 1p	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,200.00	5	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$2,200.00		0.00		
N 22	8	09/06/12	09/06/12	M-F 12-1230p Noon News	CM-All	12-1230p	---T---	:30	1	\$120.00	5	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---					1	\$120.00		0.00		
													Totals	22 \$16,540.00

30487



**CROSSROADS MEDIA, LLC**  
MEDIA ACCOUNT  
66 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

8/31/2012

PAY TO THE ORDER OF **WGHP-TV**

\$ **\*\*14,118.50**

Fourteen Thousand One Hundred Eighteen and 50/100\*\*\*\*\* DOLLARS

**WGHP-TV**  
2005 Francis Street  
High Point, NC 27263

*[Signature]*  
*Patricia W. [unclear]*  
TWO SIGNATURES REQUIRED OVER \$10,000.00

SECURED  
SAFE  
M

MEMO

**AmerCross NC Pres 9/4-9/13/12**

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT.

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**WGHP-TV**  
CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT

**AmerCross NC Pres 9/4-9/13/12**

8/31/2012

30487  
14,118.50

Media Account

**AmerCross NC Pres 9/4-9/13/12**

14,118.50